



THREE RINGS

THE BALLANTINE NEWSPAPER



VOL. 4, No. 3 P. BALLANTINE & SONS April 1960

VET OF 51 YEARS RETIRES

Story on Page 3

NEW FLEET EQUIPMENT DUE

Story on Page 3

20th Anniversary Issue



Smiling On a Star Scott Brady, star of the Ballantine sponsored Shotgun Slade TV series, signs autograph for Transportation's Barbara Brenner while having lunch in the company cafeteria last month. Brady toured the plant during his visit.



Come On In Credit Manager Charles Jones is shown extending welcome hand to Arthur Gustafson (left) who was named to the Credit Manager's post when Mr. Jones retired last week after 51 years of service at Ballantine. Story and another picture on page 3.

PINPOINTED . . .

Promoted

Albert B. Boggs from Merchandising Representative to a position as Route Salesman at our Baltimore Branch . . . *Michael Kauger* from the Service Department to a position as Assistant to the Manager of Group Promotions in the Sales Department . . . *Ralph A. Quinn* from Merchandising Representative to Field Salesman in the North Atlantic Division . . . *Finian Reynolds* from supervisor trainee to supervisor 1 in the Warehousing Department . . . *John Gunner* from Production, Planning & Control Staff Supervisor to Assistant Division Superintendent, Warehousing . . . *Richard J. LaRozza* from Merchandising Representative in the Midwestern Division to Field Salesman in the Southern Division . . . *Catherine M. Carolan* from calculator operator to office and credit supervisor, Washington Branch . . . *Mrs. Hazel Schurr* from chief mail clerk to supervisor in charge of the Addressograph Division .

* * *

Misses Thunderbird

Just a little over six dollars was all that separated *Mrs. Dorothy Gustafson* (wife of Credit's Art Gustafson) from winning a 1960 Thunderbird on the Price is Right TV show last month . . . *Mrs. Gustafson* bid \$4500 for the automobile and that amount was six dollars and change over the price so she lost. (The object is to come the closest to the actual value of the item up for bids without going over its price) . . . *Mrs. Gustafson* also missed winning a \$7500 mink coat . . . A competitor bid the exact amount and won it . . . *Mrs. G* had bid \$7300 . . . Hubby Art was in the audience and said later that both he and his wife found her appearance on the show exciting and enjoyable . . . *Mrs. Gustafson* was selected for the show from the studio audience.

* * *

Heads Board of Education

For the eighth straight time Purchasing's *Fred Messina* has been re-elected President of the Shrewsbury Board of Education . . . *Mr. Messina* has 14 years of service to his credit on the Board . . . He is secretary-treasurer of Ballantine's Quarter-Century Club.

* * *

New Post

General Sales Manager *William H. Alley* has announced that *Thomas F. Wallace*, who has been in the Draught Sales Division of our Rhode Island Branch for some years, has been promoted, effective March 14th, to the position of Supervisor Branch Operations in the Rhode Island Branch.

* * *

Parade Adjutant

Bottling's *Tom Ratigan* was Adjutant of the St. Patrick's Day Parade held in Newark last month . . . *Tom* is better known in Ballantine circles as the man who brings joy to children at Christmas time by standing in for Santa Claus at our turkey distribution center . . . Also at parties for orphans etc. . . In his stints as Santa's helper he dons the traditional red suit and beard.

* * *

Phi Beta Kappa

Clemence Dobson, daughter of Bottling's Ed Dobson, was elected to the Douglass College Chapter of Phi Beta Kappa last month . . . She earned entrance to the honor society for outstanding scholastic achievement at the New Brunswick College . . . *Clemence* has worked in Ballantine's Purchasing Department during two summer vacations.

* * *

Annual Bus Ride

The Ballantine Anchor Club will sponsor its annual bus ride to Yankee Stadium on Saturday, June 11th . . . The Yanks will play host to the Cleveland Indians that day . . . *Ray Ponzine* is chairman of the committee for the affair . . . Tickets are on sale now . . . *Frank Bruno* is President of the Anchor Club.

* * *

Starts Soon

The 1960 season of the New York Yankees will officially open on April 19th against the Boston Red Sox at Boston . . . The first home game will be on April 22nd against the Baltimore Orioles . . . For metropolitan N.Y.-N.J. fans, Ballantine will sponsor radio play-by-play descriptions of all the Yankee baseball games, home and away, over WMGM, New York . . . The Ballantine-sponsored television schedule will be over WPIX, Channel 11, New York.

* * *

Named to Board of Health

Bottle Driver *Robert Laskowitz* has been named to the Board of Health in Union by the Township Committee . . . His appointment will run until the end of the year . . . *Bob* is Republican municipal vice-chairman in Union and has held varied civic and other organization posts.

* * *

Swimming Award

Miss *Linda Wolfe*, daughter of Bottle House machinist *John Wolfe*, was one of several young swimmers and divers selected by the Swimming Officials and Coaches Assn. of New Jersey to receive awards for their 1959 accomplishments . . . *Linda's* selection was based on her outstanding record in AAU synchronized swimming competition.

COLLECTION FOR BLOOD BANK SUCCESS



BOOST BANK — Employees like the ones shown in the pictures here contributed 260 pints of blood to the Ballantine Blood Bank at the two-day collection held last month. Contributions to the bank help insure that blood will be available if and when we need it. The wives of three employees were also among the donors.

Trail From Mail Room Leads To Many Paths

Most people earn promotions by using their heads. Mail boys must use their feet, too.

No one has ever quite described a mail boy's initial step to success in quite that way before, but take it from us—it fits.

Whether they're just moving around the mail room as they sort the 25,000 or more pieces of mail that come in or go out each week, or whether they're making their rounds through the miles of corridors and streets in the plant area, or handling various other duties, they put their shoe leather to daily tests.

And where does all the walking lead? For *Fred Messina*, *Wallace Snyder* and *Leonard Faupel*, who started as mail boys more than 20 years ago, the path has led to executive posts. *Mr. Messina* heads the Purchasing Department, *Mr. Snyder* is Paymaster and *Mr. Faupel* is now Advertising Manager.

These three are by no means all. New York office manager *Al Lenz*, Credit's Chief Bookkeeper *Bob Miller* and assistant head bookkeeper *Walter Whalen*, Cashier *John Colin*, Warehousing supervisor *Gerald Henry*, Assistant to the N. Y. Bottle & Draught Managers *John Lapp*, and Assistant to the Manager of Group Promotions *Michael Kauger*, all were mail boys at one time.

So were Production Control's *Eric Rast*, *James Davie* and *John Sumner*; Accounting's *Edward Reilly, Jr.*, *James Davison* and *Robert Drew*; Advertising's *Ronald Potts*; Purchasing's *Lawrence Roche*, *Donald Timpert*, *George Wimmer* and *William Connolly*; Bottling's *John Strouse*; Engineering's *Edward Kersting*; Transportation's *John Nuzer*; Sales' *Jerry Votta* and *Fred Chvala*; New York Sales' *Nicholas Guarino*; Service's *Lawrence Szeliga*; the film library's *Richard Zander*, and many others.

They all took the long walk to better jobs. Today's and tomorrow's mail boys will follow them.



TOMORROW'S EXECUTIVES? — Many of Ballantine's former mail boys have gone on to executive posts within the company. It's possible tomorrow's executives are pictured right here. The 1960 mail boy staff includes, from left, *William Keller*, *Roger Holowcak*, *Paul Cidern*, *Alfred Pepe*, *James Campbell*, *Steven Pollen*, and chief mail clerk *Alphonse Zatorski*. *Carl Gronau* and *Robert Schwankert*, mail boy part-timers, are not pictured.

INDUSTRY NEWS

Tavern Month

The seventh annual "National Tavern Month" observance rolls around in May. As important customers of our beer and ale, taverns are very worthy of a salute. Make it a point to visit your neighborhood tavern and bring the owners and employees greetings in person.

* * *

Many Things

"A glass of beer is many things" is the headline accompanying a recent USBF ad which appeared in a

U. S. News & World Report issue last month. The ad pointed out, "For Thomas Jefferson a glass of beer meant more than enjoyment. It meant moderation. So firmly was Jefferson in favor of beer, he—like many of our Founding Fathers—helped to foster its early rise to prominence. It was President Jefferson's personal request which brought skilled brewmasters from Bohemia to teach us their fine art of brewing. Today beer and ale are served with distinction in 2 out of 3 American homes."

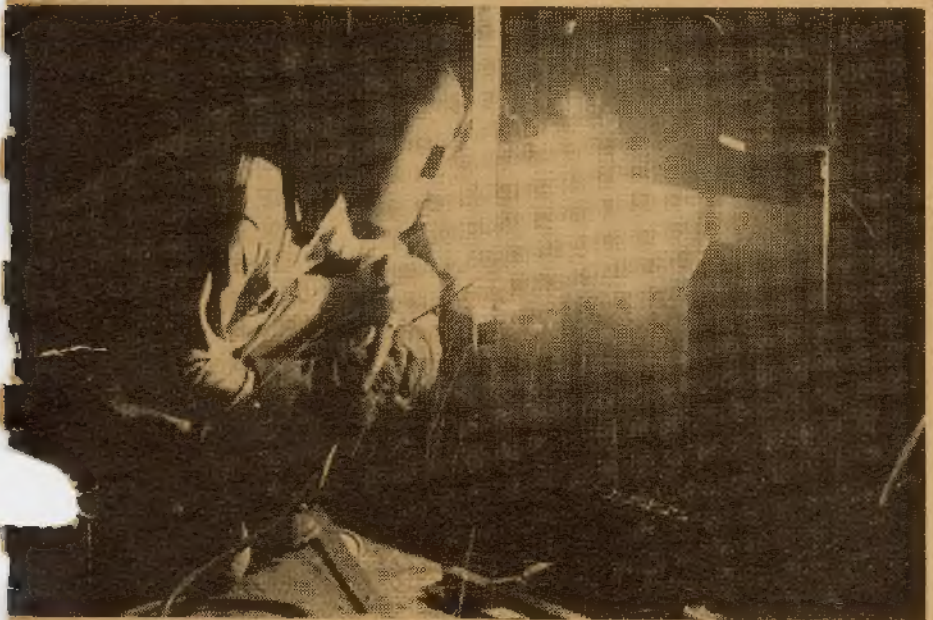
Order New Equipment For Our Motor Fleet

A number of diesel tractors, pallet trailers, route truck chassis and truck bodies have been ordered for Ballantine's delivery fleet.

The new equipment, which it is hoped will all be in operation by May 1, is being acquired as part of a continuing program to keep Ballantine's motorized fleet modern. Older and obsolete equipment will be traded in on the new purchases. The diesels, with the exception of one or two models which we've had for test purposes, will be making their debut at Ballantine. Transportation Dept. executives point out that they were purchased because they are more powerful and because they are economical.

The new truck bodies are being made (as the pictures show) at the Wendel Body Works in Irvington.

Additional equipment has also been purchased. This includes some new fork lift trucks for warehouse use.



IRVINGTON MADE — Some new route truck bodies are being made at Ballantine at the Wendel Body Works in Irvington. The pictures here show the construction underway at the Wendel plant.

We're 20 Years Old

Just 20 years ago this month the first edition of Three Rings was published.

That first edition, and the ones that have succeeded it, have all been ambitious undertakings because in each we've tried to tell two principal stories. The story about you and your progress and the story of our company and its progress.

It's been an ambitious job because there has been much to tell. We've changed our format twice and went from a magazine to a newspaper in the last 20 years in order to tell it more completely.

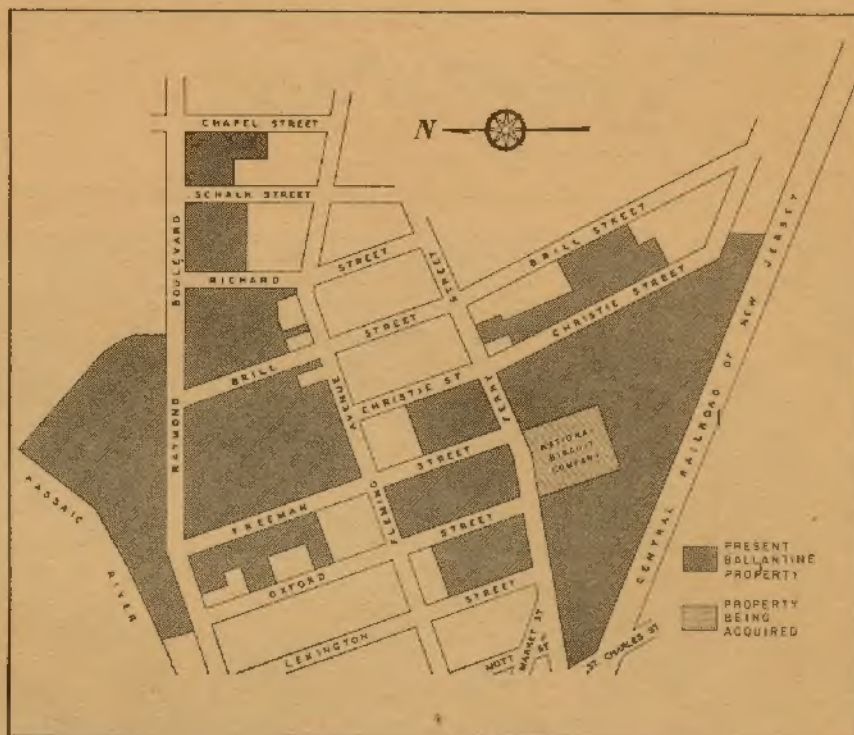
In the area of individual progress both the old Three Rings and the new have devoted countless items referring to your promotions. Just the names alone of all the men and women who have gone "up the ladder" since Three Rings was born, would fill an enormous amount of space today.

As for company progress Three Rings has given a running history of the rapid advancement through the years. You old timers saw it happen. So, too, did Three Rings.

And so it's our birthday. We'd like you to think it's your birthday, too. For as the first Three Rings pointed out in April, 1940, "Just as the success of the Ballantine enterprise is dependent on the loyal support of all of you, so, too, Three Rings cannot exist without your active interest."

You've expressed your interest by helping the company to make news, and by making news yourself both on and off the job. Happy Birthday. And many more of them.

Ballantine to Acquire Ferry Street Building



A three-story industrial building on Ferry Street, recently vacated by the National Biscuit Company, has been purchased by Ballantine. The building is situated right between Ballantine's grain silos and the Plant 1 Bottle House.

News of the purchase of the building was released in a joint announcement made by Ballantine and N.B.C. In the announcement, Ballantine President Carl W. Badenhausen said, "When we learned that the National Biscuit Company had discontinued the use of its Ferry Street plant and that it had been put up for sale, we at Ballantine were naturally interested in the possibility of its acquisition. We entered into negotiations with N.B.C. These negotiations have been completed. The formal papers for the transfer of title are now being prepared and in a few days transfer will occur."

Commenting on the use to which Ballantine would put its new property, Mr. Badenhausen said, "Equipped as it is with a railroad siding, the building is most adaptable for our purposes and we plan to use it for additional storage space centrally located to both our brewing and shipping operations."

Already the largest single brewery operation in the world, the addition of the National Biscuit Company property will raise to a total of approximately 40 acres the land used by Ballantine for the brewing and shipping of our beer and ale to markets all over the world.

51 Years To His Credit— Mr. Jones Calls It A Day

Credit Manager Charles Jones, the company's oldest working employee in terms of service, retired the other day.

He took with him memories that will never be matched by any other employee. Starting in 1907 with his initial, between school terms, Ballantine job as cabin boy on a steam freighter making ale and beer deliveries to New York points, and ending with his successful tenure as Credit Manager, "Charlie" witnessed many important dates in Ballantine history. He saw prohibition come and go and was here to take part in Ballantine's growth from a small local brewery to a company of national prominence.

Mr. Jones relived the old days briefly last week when he spoke to the members of the Credit Department who had gathered to present him with a gift (see picture). He told them of his two part time summers as cabin boy and his beginning of full time duties in 1909. He traced Ballantine progress, called Ballantine "the grandest company around," mentioned the opportunities for advancement in the com-



pany and then talked of the many men he had hired who now hold executive posts at Ballantine.

Before completing his remarks, Mr. Jones announced that Arthur Gustafson would be the new Credit Manager. Mr. Gustafson was hired by Mr. Jones in 1941. He served as a clerk for a short time, became a Credit supervisor, later went to

the New York office as building and office manager, and last August was named Assistant Credit Manager.

Sincere best wishes for a happy retirement go to Mr. Jones from all of us.

Fellow Ballantine executives will honor Mr. Jones at a farewell party later this month.

BOWLING ACTION IN FINAL WEEKS



SOLID — Here's the Solid Five team, leader in the Three Ring Division. From left are Chet Lamb, George Vigne, Sal Guarneri, Gus Giamalla, Al Latano and Augie Waetjen.

Bowling Races Tight As End of Season Nears

With only about a month of competition left in the six Men's Bowling league divisions it's still anybody's guess as to which squads will win the division titles and qualify for the roll-offs to determine the company champion. The date set for the roll-offs is May 13.

The action is so close that in the Handy and Extra Fine divisions a mere half game separates first from second place. In the Flavor division the lead is only one game.

Here's the way the picture looks at this writing:

Handy Division — Receiving holds a half game lead over Personnel.

Extra-Fine Division — A new leader here. The Plant 2 Fermenting squad is in the No. 1 spot with a half game edge over the former leader, Bottlers 3.

Flavor Division — Only two games separate the first three teams in this race. Instrument Division is first, Pipe Shop is second, one game behind, and the Bottle Drivers 4 squad, division leader at our last writing, is in third, two games out.

Purity Division — The Bottle Drivers 1 team has a five game hold on first. The Drivers rolled a 1009 game on April 1, the highest team game for the entire league so far this season. Tippy O'Neill of the Drivers squad, rolled a 279 game the same night, which gives him individual high game honors at this point. Trailing the Drivers, in the division standings, is the Machinists 3 team.

Body Division — The Bottle Drivers 7 team continues its possession of first place. In second is the Bottlers 1-1 squad, three games behind the leader.

Three Ring Division — The Solid Five team enjoys an eight game edge here. There is a three-way tie for second between the Cellarmen 1, Light Lager and Trailer Shifters teams.

Spring Golf Tourney May 7

The Ballantine Employees' Spring Golf Tournament will be held on Saturday May 7th at the Asbury Park Golf & Country Club in Neptune. The deadline for entries is April 29th.

The tournament will be divided into three flights based on handicap. Trophies will be awarded and contests are planned. Refreshments will be provided by the company. See the bulletin boards for further information.

Patriots Team Leading Classic

With just five weeks of competition remaining in the Ballantine Bowling Classic, the Patriots team (Eckert, Lago, Cassio and Falcaro) is in first place with a three game edge over the second place Indians squad (Lucci, Tarsio, Campi and Colletti).

The remaining Classic dates are: April 10 — Roosevelt Lanes, Jersey City; April 24 — White Horse Academy, Trenton; May 1 — Cherry Valley Academy, Maple Shade; May 8 — Hy-Way Bowl, Union; and May 15 — Garden State Lanes, Paramus.

In The Family

Born. A son, Michael Patrick, to Mr. and Mrs. Walter Duffy at Naimonides Hospital, Brooklyn. The new arrival weighed eight pounds at birth. Dad is a N.Y.C. Merchandising Representative.

Born. A son, Gary Roy, to Mr. and Mrs. Ed McGovern at Mountainside Hospital. The new arrival weighed six pounds, 13 ounces at birth. He joins two other boys in the McGovern household. Dad works in the Technical Department.

Born. A daughter, Tracy, to Mr. and Mrs. Phil McGrath at River-view Hospital, Red Bank. The McGraths also have two other children. Dad works in the Plant 2 Bottle House.

Born. A son, James R., to Mr. and Mrs. R. Wrobel at Muhlenberg Hospital, Plainfield. The new arrival weighed nine pounds, one ounce at birth. Dad is a Merchandising Representative.

Close to Home

Our deepest sympathy goes to the families of the following employees who died within the past few weeks:

Stanley Tigges, Bottle Driver. Mr. Tigges joined Ballantine in 1948. His address was Paulinskill Lake, R. D. 2, Newton.

Paul Twords, Yardman. Mr. Twords started his Ballantine career in 1940 and would have observed his 20th anniversary with the company this month. He lived at 1349 Orange Avenue, Union.

Ciro Cece, Brewer. Mr. Cece joined Ballantine in July of 1943. He lived at 101 Bloomfield Avenue, Newark.



TIED FOR SECOND — Alicia Chapman, Helen Miller, Lenore Gilbert and Marge Aragona are members of the "Kooler Kegs" team tied for second place in the Girls Bowling League with the "Lively Hops" combine.

Service Pins to 30; 25th Anniversary for 11

Eleven men reached their 25th Ballantine anniversary last month while 30 other employees received service pins for five, ten, fifteen or twenty years of service.

The new Quarter-Century club members will be honored in June at the Awards Dinner and Q.C. club meeting.

The eleven include:

Andrew Dryburdgh, Machinist
Louis P. Engel, Yard
William E. Heinold, Trailer Driver
Alexander Huppert, Stockroom
Supervisor, Purchasing
Peter Olson, Yard
Lawrence Orlando, Bottle House
Michael Panchak, Sr., Draught
Driver
Sorgy Poprosky, Draught Driver

William Warning, Engineering
10 Years

George A. Carroll, Mechanic
Edward W. Colligan, District Manager, N. Y. C. Sales
Joseph T. Dwyer, Stockhandler
Eugene Germaine, Engineering
Gustave W. Germann, Jr., N. Y. Bottle Sales
Barton E. Griffin, Route Supervisor
Delivery
William D. Moore, Engineering
Administrator
Dan Q. Neglia, District Manager, N. Y. C. Sales
Stanley C. Olewinski, Stockhandler
Carl J. Schultz, Warehousing
Supervisor



SHORT LEAD — This is the Receiving team, holder of a one-half game lead over the Personnel team in the Handy Division. From left are Mike Kiselyk, Oscar Anderson, Marty Besant, Stanley Olewinski, John Leisinger and Mike Kauger.